

# ORDER



**Orders**  
**Order / Rev:** 356276  
**Alt Order #:** 06853249  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 1428  
**Flight Dates:** 09/18/12 - 10/01/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-01  
**Revenue Codes:** AGY-TRANS, ISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

### Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	35	\$34,650.00	\$29,452.50
10/01/12	10/01/12	6	\$5,350.00	\$4,547.50

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$34,650.00	\$29,452.50	0.00
October 2012	6	\$5,350.00	\$4,547.50	0.00
<b>Totals</b>	<b>41</b>	<b>\$40,000.00</b>	<b>\$34,000.00</b>	<b>0.00</b>

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

### Order Share

	Share	Total
KTNV - Las Vegas	18%	\$40,000.00
Market	100%	\$222,222.22

### Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$75,555.56
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	25%	\$55,555.56
KTUD	1%	\$2,222.22
KVMY	1%	\$2,222.22
KVVU	20%	\$44,444.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,222.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 356276  
Alt Order #: 06853249  
Flight Dates: 09/18/12 - 10/01/12

Advertiser: House Majority PAC  
Product Desc: HOUSE MAJORITY PAC  
Estimate: 1428

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	09/18/12	09/21/12	430x News Early Edition Action News 430x-5x	CM	Sun-Thur 430x-5x - TWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
ACTION NEWS @ 430AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				1	\$150.00		0.00			
E 2	KTNV	09/24/12	09/28/12	M-F 6-7am Action News	CM	M-F 6-7a MTWTF--	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				1	\$750.00		0.00			
E 3	KTNV	09/18/12	09/21/12	M-F 7-9a Good Morning America	CM	M-F 7-9a - TWTF--	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				1	\$750.00		0.00			
E 4	KTNV	09/22/12	09/29/12	Sat 5a News Sat 5a-6a News	CM	Sat 5a-6a News - - - - - S-	:30	1	\$450.00	P-01	0.00	NM	2	\$900.00
SATURDAY 5AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S-				1	\$450.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S-				1	\$450.00		0.00			
E 5	KTNV	09/22/12	09/29/12	Sat 6a Sat 6a-7a	CM	Sat 6a-7a - - - - - S-	:30	1	\$750.00	P-01	0.00	NM	2	\$1,500.00
SATURDAY 6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S-				1	\$750.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S-				1	\$750.00		0.00			
E 6	KTNV	09/22/12	09/29/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA - - - - - S-	:30	1	\$850.00	P-01	0.00	NM	2	\$1,700.00
SATURDAY G.M.A.														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S-				1	\$850.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S-				1	\$850.00		0.00			
E 7	KTNV	09/22/12	09/29/12	Sat 8a Sat 8a-9a	CM	Sat 8a-9a - - - - - S-	:30	1	\$750.00	P-01	0.00	NM	2	\$1,500.00
SATURDAY 8AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S-				1	\$750.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S-				1	\$750.00		0.00			
E 8	KTNV	09/23/12	09/30/12	Sun 5a News Sun 5a-6a News	CM	Sun 5a-6a News - - - - - S	:30	1	\$450.00	P-01	0.00	NM	2	\$900.00
SUNDAY 5AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S				1	\$450.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S				1	\$450.00		0.00			
E 9	KTNV	09/23/12	09/30/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a - - - - - S	:30	1	\$750.00	P-01	0.00	NM	2	\$1,500.00
SUNDAY 8AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S				1	\$750.00		0.00			
Week:		09/24/12	09/30/12	- - - - - S				1	\$750.00		0.00			
E 10	KTNV	09/18/12	09/21/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a - TWTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
THE MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				2	\$400.00		0.00			
E 11	KTNV	09/24/12	09/28/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWTF--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				1	\$900.00		0.00			
E 12	KTNV	09/18/12	09/21/12		CM	M-F 6-7p - TWTF--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00

**KTNV - Las Vegas**

**KTNV - Las Vegas**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KTNV	09/24/12	09/28/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a	MTWTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
THE MORNING BLEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--		2				\$400.00		0.00			
E 24	KTNV	10/01/12	10/01/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M-----	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$900.00		0.00			
E 25	KTNV	09/24/12	09/28/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	MTWTF--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--		1				\$1,000.00		0.00			
E 26	KTNV	09/24/12	09/28/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	MTWTF--	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--		1				\$850.00		0.00			
E 27	KTNV	10/01/12	10/01/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	M-----	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$850.00		0.00			
E 28	KTNV	10/01/12	10/01/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	M-----	:30	1	\$1,750.00	P-01	0.00	NM	1	\$1,750.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$1,750.00		0.00			
E 29	KTNV	09/18/12	09/21/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p	-TWTF--	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
JEFF PROBST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--		1				\$350.00		0.00			
E 30	KTNV	10/01/12	10/01/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p	M-----	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
JEFF PROBST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$350.00		0.00			
													Totals	41	\$40,000.00